

**See Revised Version BUSINESS MANAGEMENT – MARKETING
Associate in Applied Science Degree**

I. General Education Requirements 20 Credits

Minnesota Transfer Curriculum (MNTC) general education credits must be selected from each of the following approved MNTC Goal areas listed below.

Goal 1: Written and Oral Communication (CM) 7 cr

ENGL 1117*, Reading and Writing Critically I, 4 cr

SPCH 1114, Fundamentals of Public Speaking **OR** SPCH 1130, Interpersonal Communication, 3 Cr

Goal 2: Critical Thinking (CT) MAY BE MET BY ANY COURSE IN MNTC 1-10 GOALS

Goal 3: Natural Sciences (NS) 3 cr

Science must include one lab course in Biology, Chemistry, Earth Science or Physics

OR

Goal 4: Mathematics/Logical Reasoning (MA) 3 cr

Mathematics must be 1111 college level or above

Goal 5: History and the Social and Behavioral Sciences (SS) 3 cr

ECON 1101*, Introduction to Economics

Goal 6: Humanities – the Arts, Literature, and Philosophy (HA) 3 cr

Electives from Art, English Literature*, Foreign Culture, Humanities*, Journalism, Music, Philosophy*, Speech/Theater

Additional General Education Requirements 4 cr

Students may choose additional elective credits from Goals 1-10 to meet the general education requirements.

***Honors equivalents available**

II. Business Core Requirements 22 Credits

BUS 1101	Introduction to Business	3 cr
BUS 2101	Personal Finance	3 cr
BUS 2150	Introduction to International Business	3 cr
BUS 2235	Organizational Dynamics	3 cr
ACCT 2217	Financial Accounting	4 cr
OR ACCT 1810	Applied Principles of Accounting I	4 cr
BTEC 2220	Business Communications	3 cr
BTEC 2350	Microcomputer Applications	3 cr

III. Marketing Emphasis 15-18 Credits

BUS 2144	Introduction to E-Business	3 cr
BUS 2201	Principles of Marketing	3 cr
BUS 2215	Salesmanship	2 cr
BUS 2214	Retailing	3 cr
BUS 2290	Current Topics in Business	1-4 cr
JOUR 1132	Principles of Advertising	3 cr

IV. Health and Human Performance 3 Credits

Any combination of Health courses (numbered 1102, 1109, 1110, 1111, 1114, 1132, 1135, 2126) and/or Physical Education Courses (numbered 1100-1199).

1 credit may be from Varsity Athletics, (PHED 1210 – 1236; 2210 – 2236).

V. Open Electives 1-4 Credits

TOTAL CREDITS 64 Credits

For more information contact:
Tammy Lee, Program Coordinator
Office: SS312, Phone: 285-7239
e-mail: tammy.lee@roch.edu

Or find us on the internet at www.roch.edu/rctc

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Purpose: This program is designed for students who wish to balance General Education with business-related courses. The program focuses on preparing for careers in sales, advertising, retailing, wholesaling and related fields.

Business Management-Marketing Emphasis, Suggested Program Guide

Semester I

ENGL 1117 or 1917	4 cr
Health/Phys Ed	3 cr
ECON 1101 or 1901	3 cr
Math or Science Elective	3 cr
BUS 1101	3 cr

Semester III

ACCT 2217 or ACCT 1810	4 cr
BTEC 2220	3 cr
BUS 2144	3 cr
BUS 2214	3 cr
BUS 2150	3 cr

Semester II

SPCH 1114 OR SPCH 1130	3 cr
General Education Elective	4 cr
BUS 2101	3 cr
BUS 2201	3 cr
BTEC 2350	3 cr

Semester IV

BUS 2215	2 cr
BUS 2235	3 cr
BUS 2290	1 cr
Humanities & Fine Arts Elective	3 cr
JOUR 1132	3 cr
Open Electives	4 cr

Implementation: Spring 2008
 Revised: 02/05/2008
 Reviewed: 02/2008

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